

BAM 2023 CONFERENCE



BUSINESS
SCHOOL

Sustainable and Responsible Business Track

Track Chairs

- Simon Adderley, Oxford Brookes University sadderley@brookes.ac.uk
- Constantinos Leonidou, Open University of Cyprus, c.leonidou@ouc.ac.cy
- Ann-Mari F. Lilleløkken, BI Norwegian Business School ann-mari.f.lillelokken@bi.no
- Yipeng Liu, Shandong University of Finance and Economics and University of Reading yipeng.liu@henley.ac.uk
- Sabur Mollah, University of Sheffield s.mollah@sheffield.ac.uk
- Julian D. Riano, Newcastle University j.d.riano-cruz2@ncl.ac.uk
- Simon M. Smith, Oxford Brookes University simonsmith@brookes.ac.uk

Track Description:

“...this is a crisis of monumental proportions, with catastrophic effects on people’s lives and livelihoods and on efforts to realize the 2030 Agenda for Sustainable Development.”
Liu Zhenmin, *Under-Secretary-General for Economic and Social Affairs, The Sustainable Development Goals Report 2021.*

“Our addiction to fossil fuels is pushing humanity to the brink. We face a stark choice: Either we stop it - or it stops us. It’s time to say: enough” UN Secretary-General António Guterres at the opening of the World Leaders Summit at COP26 - Glasgow, 1 November September 2021.

The conference theme, **“Towards Disruptive Sustainability: New Business Opportunities and Challenges”**, resonates with the core concepts within our Track focused on nurturing sustainable and responsible businesses. Despite the world pandemic, it is still a time where we stand at the edge of the abyss staring at the potential of oblivion regarding our planet. We must think innovatively, work collaboratively and act agilely with a foresight for generations to come. For BAM2023, the quotes from António Guterres and Liu Zhenmin still resonate with a need for immediate action and radical changes in global economies.

Despite repeated calls, it is still clearly the time for dynamic change and action. Innovation and solutions should be a necessity and not a choice. The UN’s Sustainable Development

Goals (SDGs) provide a working blueprint of far-reaching targets in an attempt to achieve a more sustainable future for all. Balanced against this backdrop is the continual need to be competitive and profitable, and the more recent rise of rhetoric around, for example, climate emergency, Corporate Sustainability & Responsibility (CSR), and the Triple Bottom Line aimed at organizational resilience and sustainability. Within this context, we also have the rapid use and expansion of innovative technologies such as artificial intelligence (AI), and the internet of things (IoT) as well as their contribution towards increasing productivity and boosting economic growth whilst potentially offering sustainable solutions. Yet, it should be obvious we still have a long way to go regarding the realization of a sustainable future.

Impactful changes can begin with small steps at the individual, family, enterprise, and country levels before evolving into public policies. We hope that some of the research questions that remain unanswered can be addressed at BAM2023, including:

- How does the global economy recover from the COVID-19 pandemic yet maintain a responsible business focus?
- How can the management of disruption and innovation function as part of organisational performance and sustainability agendas?
- What do investments in data and information infrastructure offer to responsible business actors?
- What is the role of sustainable and responsible management education in training responsible future leaders in an age of uncertainty?
- What are the potential parts of a future capitalism model that also cares for sustainable development?
- Is it possible for organisations to maintain competitive drive, care for the stakeholders and encourage a sustainable business model? How so?
- How do public policies influence councils to educate their local residents about sustainability actions at the individual level?
- How can sustainability-related policies be measured and tracked over time?
- What are the characteristics of organising, managing, and leading that put care for the natural environment at the heart of the business?
- What are the changes of modern slavery conditions in supply chains of corporations?
- How do we ensure participation from public, private and voluntary sectors in achieving sustainability goals?
- What role can consumers play when it comes to the development of sustainable products and services?
- When and how can CSR strategies contribute to the financial bottom line?
- Can we overcome a paradoxical trichotomy that is profit versus people versus planet?

Our duty as researchers is to provide a more inclusive and applicable perspective on research within the sustainable and responsible business knowledge sphere and we want to bridge the gap between theory and practice.

In this track, we explore the ways in which well-established and emerging organisations are finding ways to address the large-scale societal problems outlined above. These are complex problems and, as such, they require scholarly work that brings closer theoretical, empirical, conceptual and applied dimensions of an academic enquiry. We encourage

robust scholarly debates that contemplate whether traditional business and management approaches still provide relevant insights that address the above questions and the theme of the conference at large.

We welcome papers that re-imagine the relationship between business and society and question such concepts as CSR, Sustainable Business, Sustainable Development, Sustainability Transition, Social Capital and Social Innovation as mechanisms of tackling some of the present societal and systemic problems. For this year's conference, we particularly welcome submissions that:

- Aim to further understanding and find solutions post-COVID-19 impacts and related responsible management and sustainability approaches
- Advance understanding of the scale and importance of social and environmental challenges and the extent to which these are being addressed.
- Engage in applied research concerning specific sectors, cross-sector sustainable or responsible consultancies, government policy, and other significant organisational actors.
- Examine methodologies, which advance theoretical and empirical insights in the context of sustainable and responsible business.
- Explore advantages of interdisciplinarity with Sustainable and Responsible Businesses.
- Identify changes of modern slavery conditions in the supply chain.
- Provide case studies to identify ways in which new business paradigms are addressing sustainability challenges.
- Pursue integration of sustainability practices in higher education curricula.
- Seek to engage with broader debates around paradox such as the UN's SDGs, the Principles for Responsible Management Education (PRME), among others.
- Seek to investigate communication issues within the sustainability domain.
- Suggest typologies of approaches from which to develop theoretical underpinnings.

The track welcomes submissions including workshops, full and developmental papers. Please note that papers should conform to the *British Journal of Management* format such that the front page states the intended track, paper form and stage (full/dev/workshop etc.), and the paper type (i.e. whether or not it is theoretical or empirical).